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JULY 1956

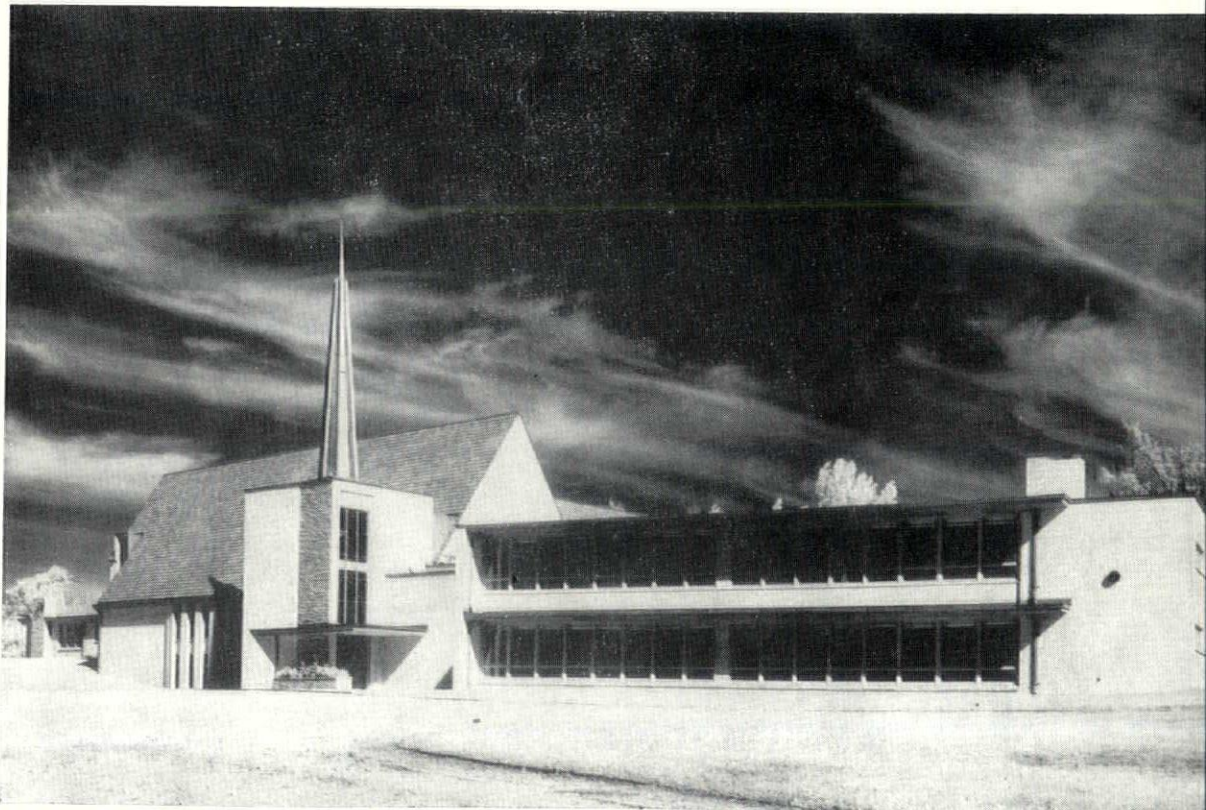
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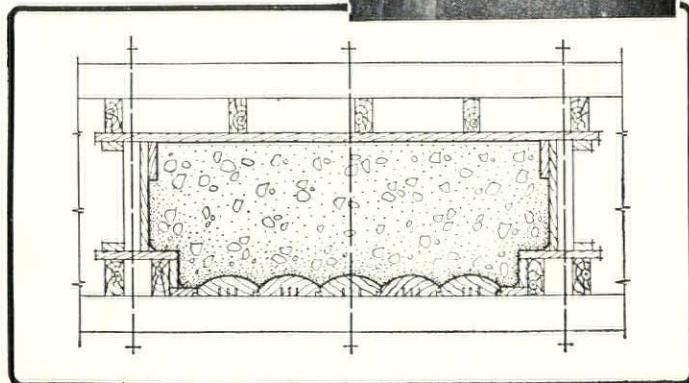
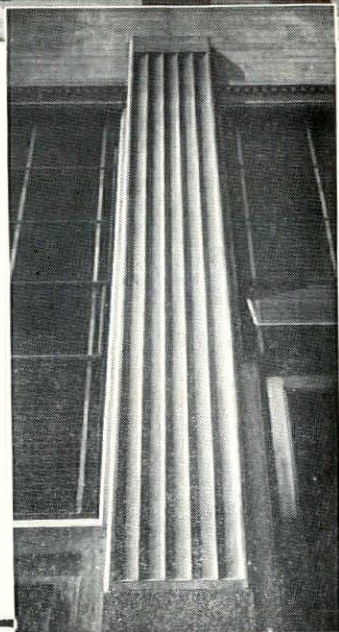
Photos at the top and above illustrate buildings for three functionally different businesses.

The motor express company office (upper left) derives character from simplicity of design, featuring board markings of the forms and a bold, aluminum painted entrance pylon.

The dairy plant (upper right) uses horizontal and vertical incised joints.

The bank (above) is ornamented with fluted pilasters and a dentil course above the windows.

A closeup of a fluted pilaster is shown at the right; a detail of the forming is shown below.



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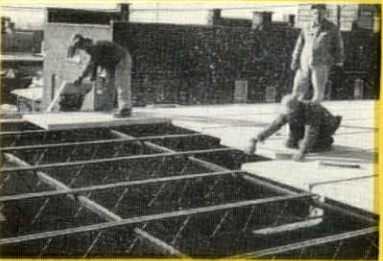
This supermarket roof in Mankato, Minnesota, went on in January at zero degrees in one day and a half with a five man crew. The ZONATILE roof of the building, designed by architects, Wick & Stansfield, Mankato, was ready for built-up roofing immediately after placement of the tile and grouting of the joints.



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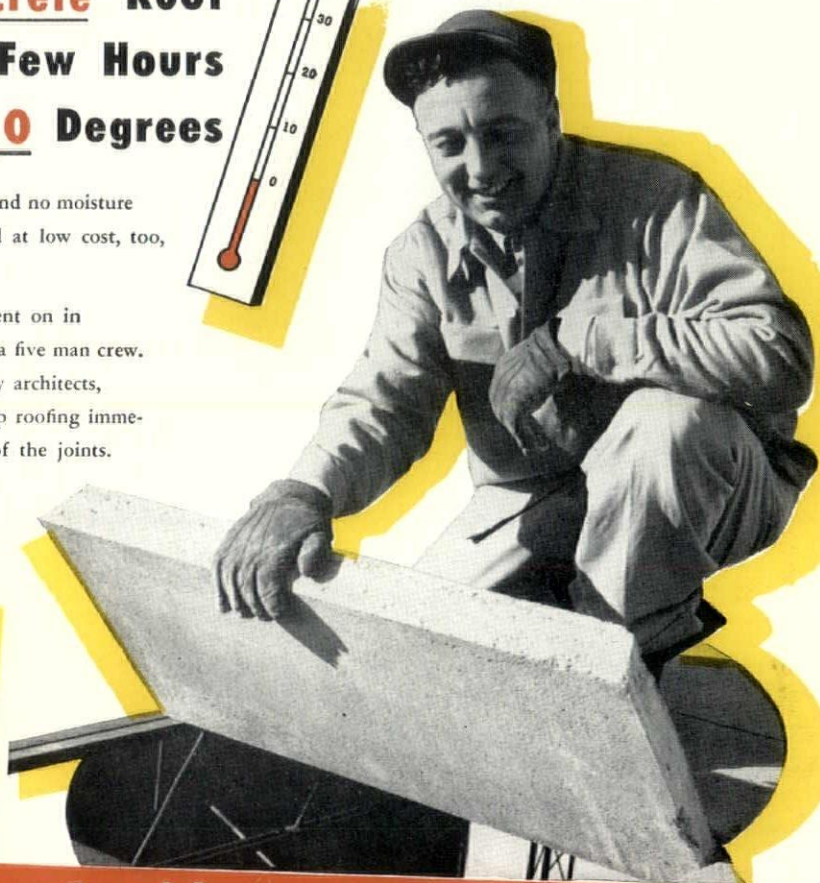
Roof is closed in rapidly by small crew butting tile against tile in tight, uniform rows across the entire deck.

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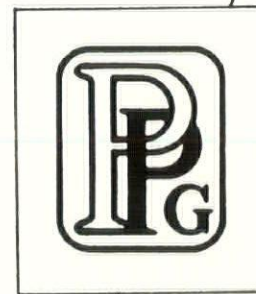


Actual photo of Lupton Curtain Wall installation at 300 Park Avenue, N. Y. Architect: Emery Roth & Sons.



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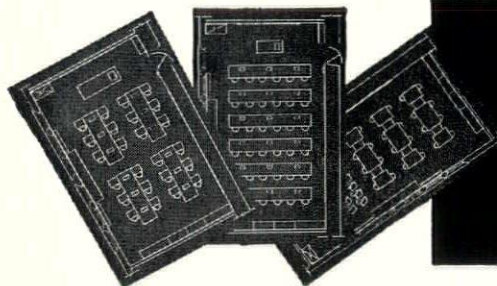
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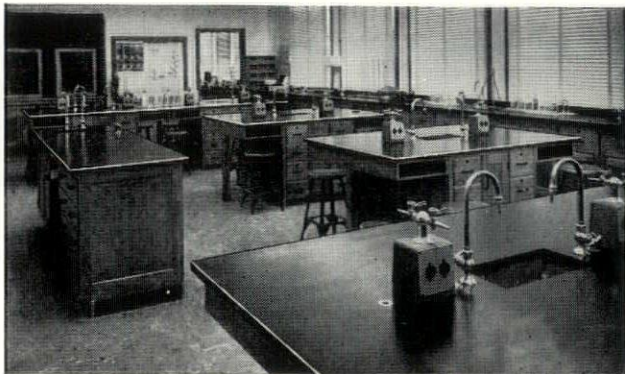
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FEDERAL JOBS OPEN

Openings for architects in federal government service were announced last month.

Jobs pay from \$4,480 to \$8,990 per year, depending upon classification, and are located in various federal agencies in Washington, D. C., and vicinity.

Information may be obtained from the Executive Secretary, Central Board of United States Civil Service Examiners, Veterans Administration, Washington 25, D. C.

COVER COMMENT

This month's cover shows a splendid example of contemporary church architecture. The work of Milwaukee W.A.A. member Fritz Von Grossman, the structure is the Elm Grove Lutheran Church. For more photos and a brief story on this work, see pages 10 and 11.

The Wisconsin Architect, Volume 24, Number 7, the official publication of the Wisconsin Chapter of the American Institute of Architects is published monthly from the business and editorial offices at 828 N. Broadway, Milwaukee 2, Broadway 2-0822. N. J. Russell, Jr., is publisher. Editor is Paul F. Thielen. Subscription rates are \$1.00 per year.

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Large Crowd Hears Mitchell at June Milwaukee Division Meeting

An audience of 76 members of the Milwaukee Division — largest in more than a year — attended the June meeting of the group held last month at the Saxony, and heard Robert W. Mitchell, of St. Joseph, Mich., make an interesting and entertaining case for the value of using models.

Mitchell, himself a graduate of the University of Michigan's Architectural School, is one of the nation's foremost model builders and his work has been used in a wide variety of major constructions throughout the country.

He stressed the value of models, especially in fund-raising projects, and featured his presentation with the use of a unique kit. It was fitted with a translucent screen, and from the rear he projected 35 mm slides. In this way he could project and face the audience at the same time.

His figures were unusually realistic, with all of them fashioned in poses to show them performing action. Some of the models ranged in price from \$400-\$600, with others from \$900-\$1,200. In addition, he showed a picture of a single model of an entire city, cost of which was \$16,000.

He also displayed pictures of other models he has built for some of the major architectural projects.

In action taken at the business meeting, the Milwaukee Division commended the Milwaukee Producers Council for the high caliber of its exhibits at the recent W.A.A. state convention.

Donald L. Grieb, who planned and designed the Saxony, site of the meeting, also spoke briefly and described features of the building and problems faced while planning it.

The next meeting will be held at the Pan American Club on Aug. 16.

PREXY'S CORNER



By Arthur O. Reddemann
President, Wisconsin Chapter, A.I.A.

On June 8 a Special Meeting was held at Oshkosh, Wisconsin, for the purpose of discussing the dues structure, reducing the number necessary for quorums at meetings, and the change to allow our Annual Meeting to be held any time during the first quarter of the year instead of February as in the By-Laws.

The dues structure, after a very spirited meeting, was duly changed (see new schedule in the June, 1956, issue of *The Wisconsin Architect*). The quorum issue was defeated, but a committee is to be named by the Board of Directors to study the problem. The date of the Annual Meeting may now be held during the first quarter as favorable action was voted on this issue.

After the meeting and the news was received, there have been comments to me by phone and otherwise by some who did not attend the meeting. You will receive a

complete report on the meeting shortly.

Several rumors have been directed my way in regard to the ethics of some of our members and this is not to be taken lightly. Those that are presented in writing will be investigated. Remember, the A.I.A. sets the standards for the entire architectural profession and if some of our members transgress, it not only gives us, but all architects, a bad reputation.

It is my understanding that the future issues of *The Wisconsin Architect* will be full of surprises for all of us and from what has been told me, I, for one, am looking forward to receiving them. Keep it up, Jack and Paul.

The Program Committee is going forward for the Regional Seminar (F. J. Schweitzer, chairman) to be

(Continued on Page 14)

W. A. A. Looks on with Interest In Suit Against Section 101.31

With the serving of legal papers, the first step in a lawsuit which is expected to have wide significance to architects, is now under way.

The suit, instituted by W.A.A. member Mark T. Purcell, of Madison, with the "encouragement and support to the Wisconsin Architects Association," seeks to test the constitutionality of Section 101.31, of the Wisconsin statutes. That law now permits any "professional engineer" the right to plan and design all types of buildings, despite the fact that 83 per cent of them have demonstrated no qualifications for such responsibility.

Purcell stressed that he seeks no damages in the suit, but is acting merely "in the public interest." His complaint is based on the fact that under the law any "professional engineer," which includes such classifications as highway, chemical, hydraulic, municipal, sanitary and other types of engineers are granted the right to plan and design buildings of all types, despite the fact that in obtaining their certificates to practice from the state they were not required to prove any qualifications that they could design such structures.

"Estimates made by the Secretary of the Wisconsin Registration Board of Architects and Board of Engineers during 1955 indicated that approximately one-third of the engineers registered were 'civil engineers', the remaining two-thirds being electrical, mechanical, metallurgical, mining and 277 'miscellaneous engineers'," Purcell said. "These men were not required to pass any examinations to attest to their qualifications to plan and design construction of buildings, yet the law gives them the right to do so. Obviously, this could well lead to chaos."

Neither Purcell nor the architectural profession is opposing the right of structural engineers to design and plan buildings, if by training they apparently are qualified to do so. Objections, however, are aimed at other types of engineers,

whose education and training is not remotely connected with such work.

"Isn't it a fraud on the public to issue the same certificate to all engineers, giving each the same right to design all types of buildings? Isn't it granting special privileges to engineers to give them equal rights without requiring equal tests of qualifications?" he asked.

Purcell pointed out that architects, to obtain state registration to practice their profession, must pass strict examinations on architecture, while chemical engineers, for example, although passing tests specifically on chemical engineering, are still permitted to practice architecture.

The law was hotly disputed during the last Legislative session, and during the special session a compromise was offered by the architectural profession and The Wisconsin Registration Board granting to qualified structural engineers the right to design all buildings. However, the Legislature passed the bill to grant all engineers the right to practice architecture.

Purcell's complaint names Kenneth M. Lemke, a Shawano engineer; Kurt F. Wendt, W. A. Piper, Wm. E. Crawford, Delmar W. Nelson, Robert C. Johnson, Ralph D. Culbertson, Gerrit J. de Gelleke, Edgar H. Berners, Ralph H. Klopensburg, and Roger C. Kirchoff, who are members of the Wisconsin Registration Board of Architects and Professional Engineers, and State Treasurer Warren R. Smith.

The suit asks that the portion of the registration law relating to professional engineers be found unconstitutional and that the board not issue certificates to professional engineers and further that it cancel such certificates presently outstanding.

"Regardless of the outcome of the pending law-suit," Purcell said, "I sincerely hope it will stimulate legislative action in the direction of sound law for the protection of the public, for the proper qualification of those who wish to exercise the

right to design buildings, and for the denial of special privilege to anyone. Of course, I am asking no damages from any individual. I merely seek to test the validity of the existing law."

Two Insurance Plans Offered to Members

Two insurance plans to protect architects in legal action taken against them are now under consideration by the Committee on Errors and Omissions of the American Institute of Architects, Joe E. Smay, chairman of the committee, announced last month.

The first would cover architects against action taken against them for mistakes in judgment, errors or omissions resulting from their architectural practice. With a \$1,000 deductible clause the annual premium would be approximately 25c-32c per \$100 of gross income from fees.

The second plan is a liability policy that protects an architect only for accidents resulting from his practice. With a limit of liability of \$100,000, the annual premium would be approximately 13c-16c per \$100 of gross income from fees.

A short questionnaire has been sent to all A.I.A. members, Smay said. "In order to negotiate with insurance companies interested in this field of coverage and to obtain the lowest premiums possible it is necessary to have the membership indicate its requirements and reactions to these proposals," he added.

There was a time when a fool and his money were soon parted. Now it happens to everybody.

Through OUR ERROR

The advertisements of the
R. H. Olson Co.

and

Central Wisconsin Supply Corp.
were not included in the June
issue of The Wisconsin Archi-
tect—

You will find them on page
9 of this issue.

Preliminary Announcement On State Competition Sent

The Exhibitions and Honor Awards Committee has sent a preliminary announcement memorandum regarding the fourth Biennial 1957 State Competition to all Corporate members of the Wisconsin Chapter, AIA. Detailed information is expected to be released in mid-July.

It has been suggested that members review their work which will have been completed prior to January 1, 1957, and photograph such projects. Pictures of alterations must include before and after pictures of exteriors and/or interiors. Photographs of all other projects shall include good coverage of exterior and interior views, plus desired details. Entrants are encouraged to submit color photographs. The committee, whose chairman is Maurey Lee Allen, urges members to take pictures now but await receipt of the final program before preparing photographic prints and final presentations.

The competition is open to all building categories which are the product of members regardless of project location. Entries submitted to previous Wisconsin Chapter Honor Awards Committees are ineligible.

Judging of entries is tentatively slated for January 24, 1957.



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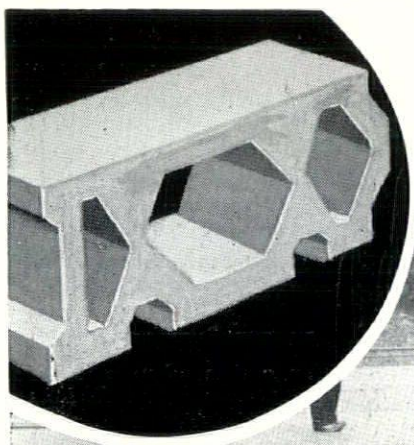
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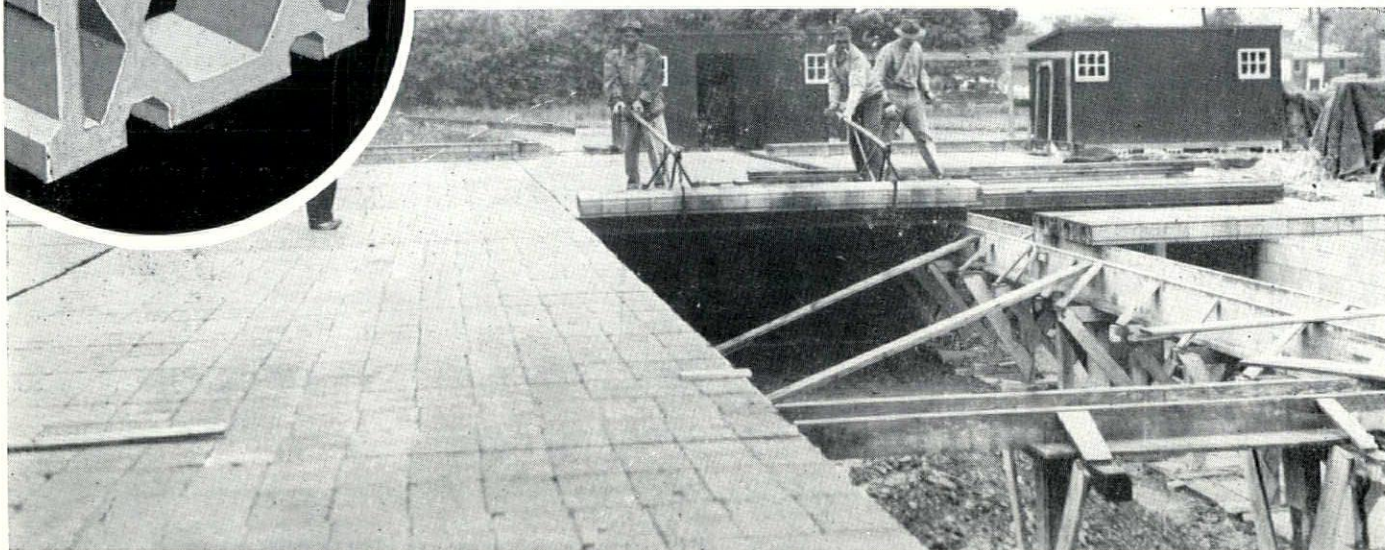
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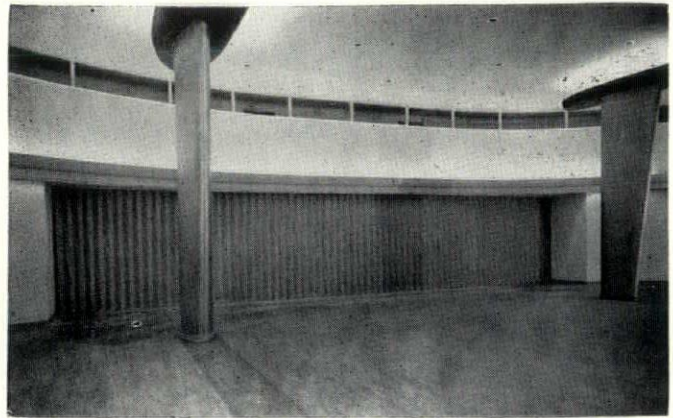
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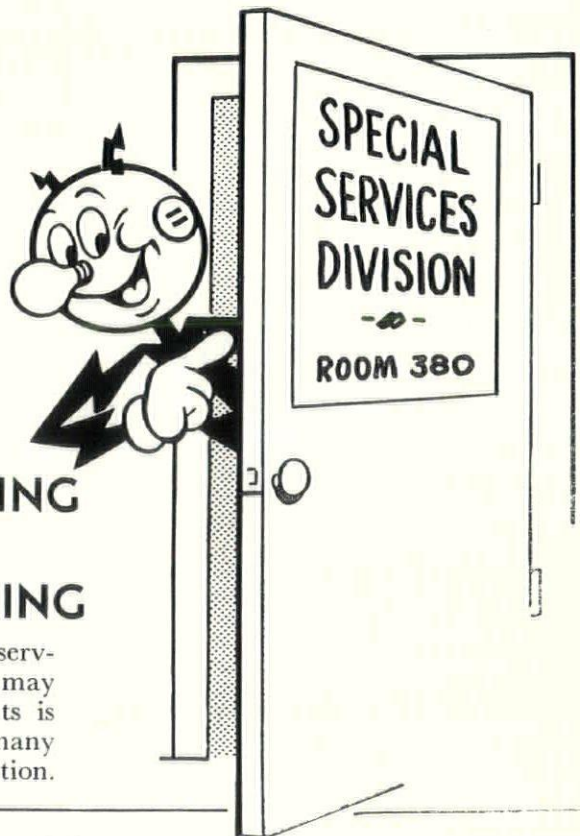
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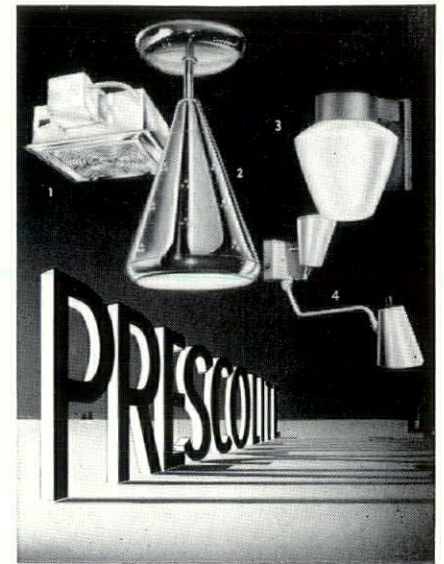


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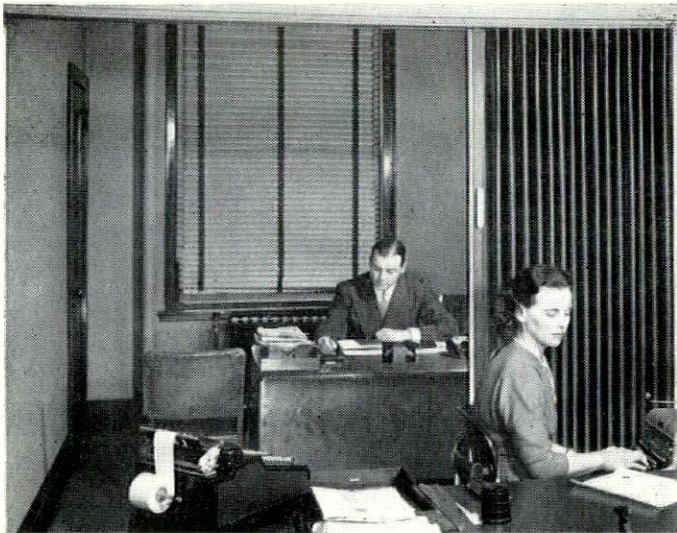
OLD STUFF: People nowadays think of prefabs as something new, but they're old stuff to the Inland Steel Company, which manufactured a variety of Milcor prefabricated products years ago. Photos of some of them are shown on the display in the background, including store fronts, bay windows, and garages. Looking on, at a new product—Cellufloor, a cellular steel flooring—is John J. Waferling, Manager of Engineering Service, and Charles G. Harris, Assistant Products Manager.



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Interested W.A.A. members may obtain the film, "Architecture — U.S.A." by writing to the W.A.A. office in Milwaukee.

There will be no fee for the film, but those who request the film will be required to pay shipping charges. It will be sent to them collect, and must be returned pre-paid. These costs will be negligible to individuals, but are likely to amount to a significant figure if total costs would all accrue to the Wisconsin Architects Association.

A form to be completed by requesting agencies will be enclosed with the film. This should be returned to the W.A.A. office immediately, it was stressed.

The film is designed to acquaint viewers with a knowledge of the value of architects, and is designed for showing to church, fraternal and other groups.

Don't punch a man on the nose when he calls you a fool. Quietly take an inventory — he may be right.

Milwaukeeans Await Annual Golf Outing

Members of the Milwaukee Division are eagerly looking forward to the annual golf party, which is sponsored each year for members by the Milwaukee Producers Council.

The 1956 outing will be held at the North Shore Country Club on Tuesday, July 31, according to Gary Ahrens, of Johns-Manville, who is in charge of the event.

Festivities get under way at 10:00 a.m. and continue "to closing," he said.

Traditionally, the golf party sponsored by the Producers Council has been one of the top items on the Milwaukee Division's social slate. Indications point to the fact that this year will be no exception to the normal good times.

ELEVATOR CODE COPIES ON FILE

Copies of the present Wisconsin Elevator Code, as drafted by the official elevator code advisory committee, are on file at the Wisconsin Chapter, A.I.A. office, and will be mailed upon request. Additional copies are also available from the Industrial Commission.

Interested A.I.A. members are invited to write or phone. The material will be dispatched promptly.

Seitz

Named PR Chairman

Al. J. Seitz, Racine, has been appointed by the Board of Directors to the position of chairman of the Public Relations Committee.

Seitz accepted last month.

Other members of the group are Willis Leenhouts, Milwaukee; Robert C. Cashin, Madison; and Sylvester Stepnoski, Fond du Lac.

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CONTEMPORARY CHURCH . . .



This is photographer Richard H. Bills, a specialist in architectural photography, who took the pictures shown on these pages.

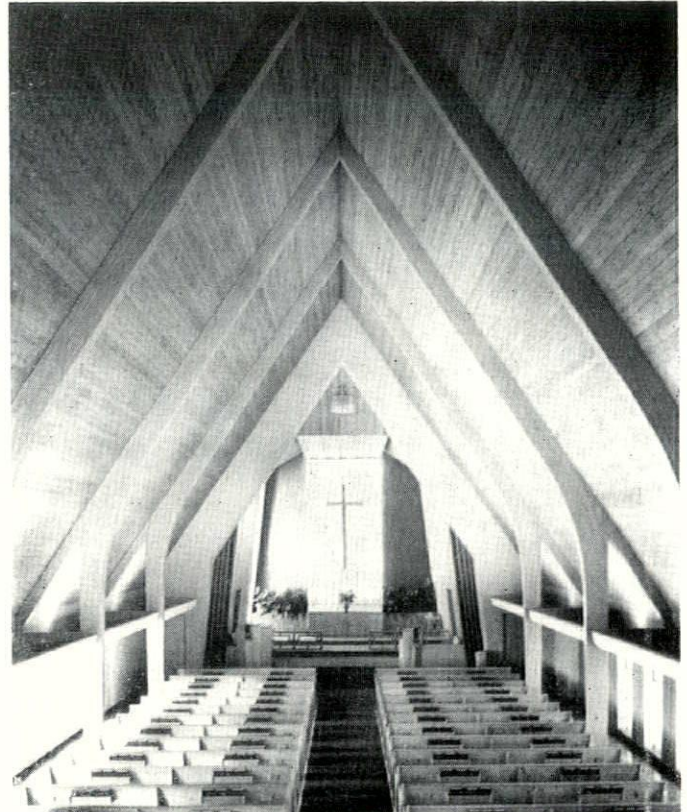
Architect: Fritz Von Grossman

General Contractor: Frank Stelzl and Son, Inc.

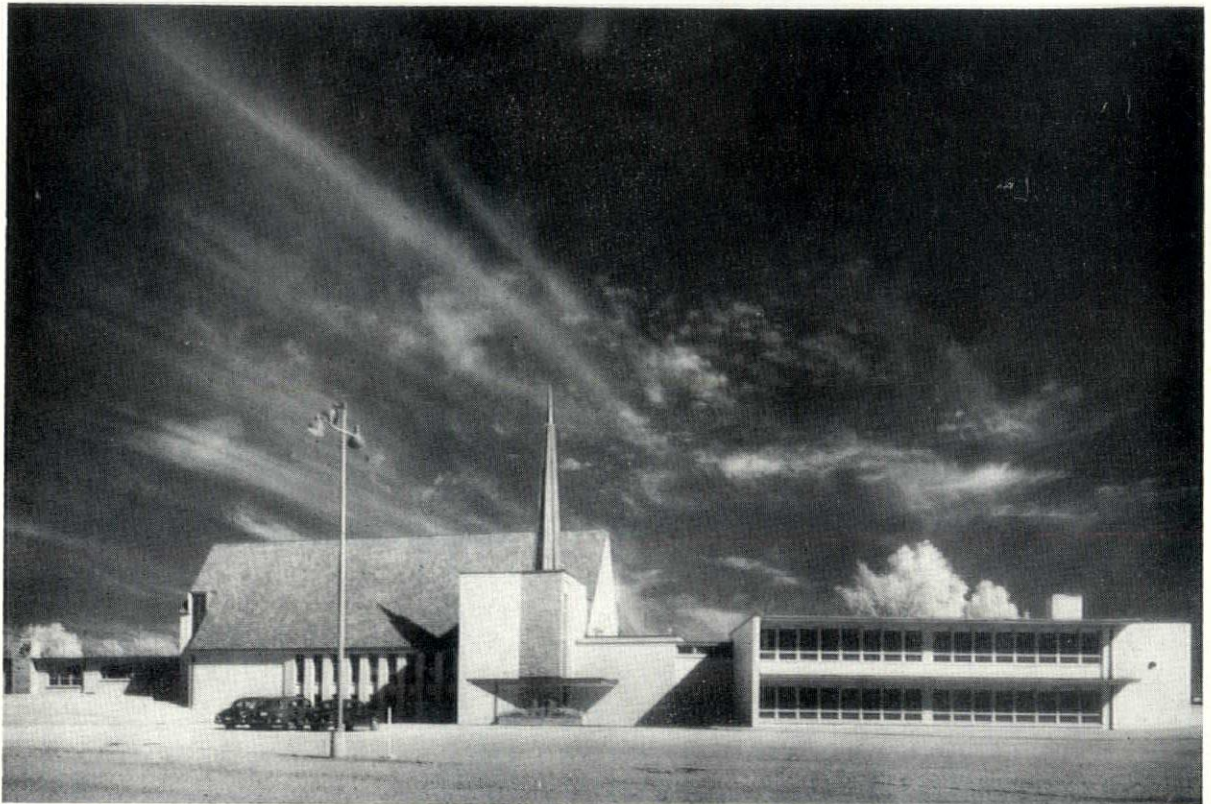
The beauty of modern architecture is coupled with the simple dignity of a place of worship, and spiritual serenity is completely captured in the Elm Grove Lutheran Church. Pictures are shown on these pages. It is the work of Fritz Von Grossman, Milwaukee. Pictured here are some interior and exterior views of the building, which graphically reveal how the architect succeeded in attaining his objective.



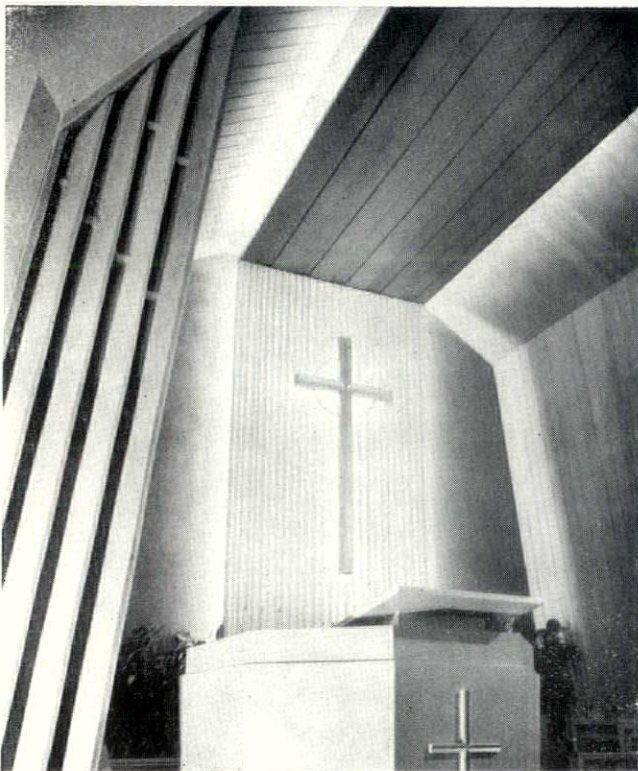
Entrance



The Interior



View from a Distance



The Pulpit



Stairway — Looking Down

Maintain Good Photo Records, Advice Given to Architects

Architects — maintain a pictorial record of your work.

That was the advice given W.A.A. members last month, as a survey conducted by the office in Milwaukee revealed that relatively few members have a picture file on hand.

A West Bend photographer, Richard H. Bills, whose specialty is photographing buildings, both exterior and interior, has been recommended as a well-qualified possibility for architects interested in keeping a photo record of their jobs.

Having photographs available is not only helpful, public relations-wise, but it is also a sound business practice, according to many experienced architects. For this reason, most of the successful firms have a complete picture story available to show to interested persons and prospective clients.

Bills has had wide experience in picture-taking, specifically in architecture, and his services have been used by some of the state's foremost architects. He is a specialist in capturing unusual angles, and his pictures have a remarkable depth and clarity. He has photographed some of the prize projects of Brust and Brust; Eschweiler and Eschweiler; Donald Grieb; Maynard Meyer and Associates; Grellinger-Rose and Associates; Fritz von Grossman; Herbst, Jacoby and Herbst; Bob Rasche; Alfred Siewert; W. C. Weeks; Walter Domann; Mark Pfalter and Associates, and others.

For further information on Bills, members are invited to contact the W.A.A. office. Samples of his work will be found elsewhere in this issue, in the photo-story of the Elm Grove Lutheran Church, by Fritz von Grossman.

Hospital Exhibit Entries Invited

W.A.A. members who are interested in submitting exhibits of hospitals or related structures for the 58th annual convention of the American Hospital Association are invited to do so.

The conclave will be held in Chicago on Sept. 17-20.

A maximum of three projects may be submitted by any one architect or architectural firm. Each exhibitor may submit a maximum of one model and three double mounts, but two single mounts may be submitted for each double mount allowed.

For full details, W.A.A. members should write to the Architectural Exhibit, American Hospital Association, 18 E. Division street, Chicago 10, Ill.

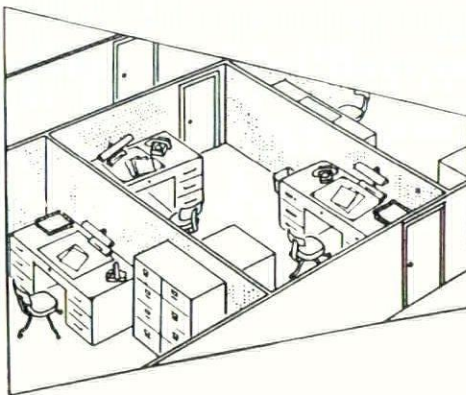
FIRM MOVES

Weiler and Strang and Associates is now located at a new address.

The firm moved into its new office building at 810 University Bay Drive in mid-June. The phone numbers are Cedar 3-9753 and Cedar 3-9754.

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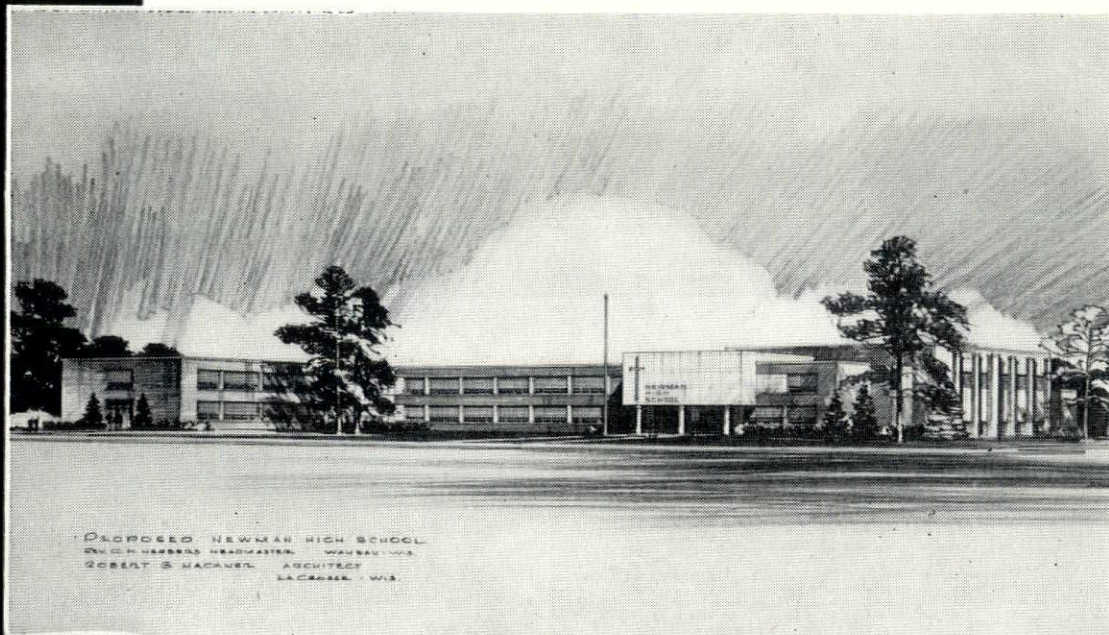
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Prexy's Corner...

(Continued from Page 4)

held in Milwaukee in September and it should be outstanding.

The Legislative Committee (J. J. Flad, chairman) is working hard and no doubt we'll have a good report for the next Annual Meeting.

The next Board Meeting is planned for July 13 and if anyone has suggestions, please send them to the Association office so they may be placed on the agenda.

The Board members have been very diligent in their attendance and are working much more than at meetings only.

A brochure is being prepared by J. J. Weiler, T. L. Eschweiler and M. L. Allen for publication which should be of benefit to all A.I.A. architects.

Julius Sandstedt and I attended a meeting of the Voluntary Advisory Committee on Public Contracts on June 17 in Madison, at the invitation of the interim Judiciary Committee. The group's informal consensus was to modify the law requiring prequalification of bidders on public

work to allow local determination of the necessity for such prequalification.

OLSON COMPANY NOW ENLARGES TERRITORY

The R. H. Olson Company, of Milwaukee, has been selected as the point of distribution for Vitroceem Products (Vitro-Seal) in 21 states, Roy H. Olson, general manager, announced last month.

The territory will cover an area from Minnesota to Florida and Pennsylvania to Kansas. This will give Vitroceem Products coverage in Canada, the entire United States and Mexico, he pointed out.

In addition, the company will operate its own branches in Missouri and Florida.

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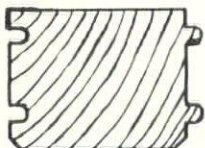


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SILK SCREENS. Dean Meeker, of Madison, one of the nation's foremost artists in the medium of ceragraph prints, spoke on the relation of art to architecture at the Milwaukee Division's May meeting. He is shown here, during his talk, as he displayed one of his many prints to the audience. Meeker is a member of the faculty of the University of Wisconsin, and his work is on display in galleries all over the world.



MODEL MAKER. A display of models was shown to a large and enthusiastic audience at the June meeting of the Milwaukee Division by Robert Mitchell, of St. Joseph, Mich. He is one of the leaders in this field, and his firm, Mitchell Models, has worked on some of the country's major construction projects. Mitchell spoke on the subject of models and showed many pictures of his most important ones. He is shown in this photo (left), with Bob Potter, president of the Milwaukee Division.

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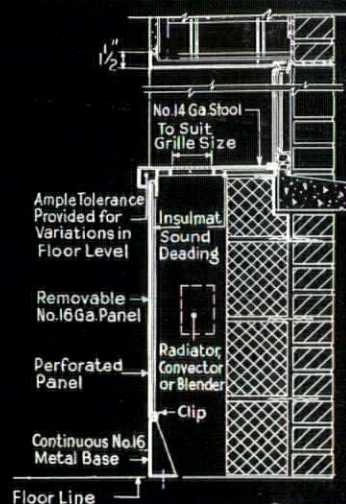
Recessed waste receptacle: with removable stainless steel waste container. Usually used in combination with recessed towel cabinet.



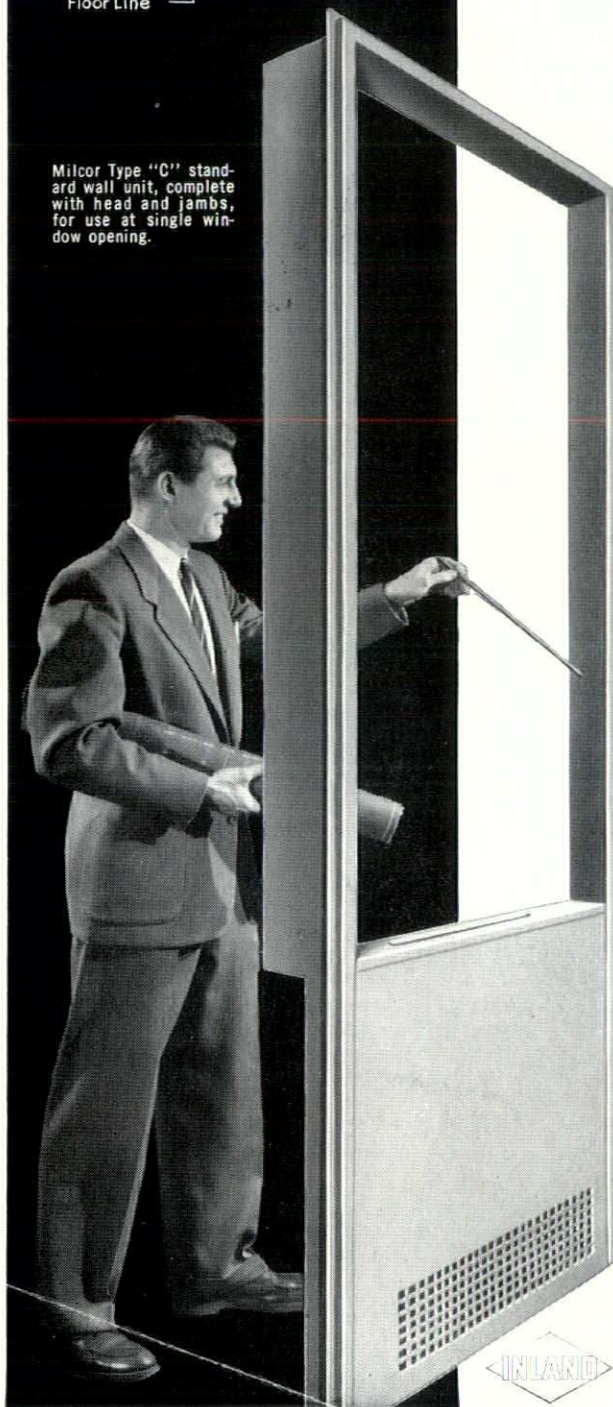
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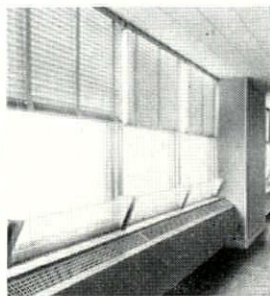


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